

# OcuDerma®

Ocular Skin Therapy

www.mediniche.com

## Product Overview



## PRODUCT DESCRIPTION

OCUDERMA is an ocular skin therapy gel developed by an optometrist and an ophthalmologist for the delicate areas surrounding the eyes. The formulation appearance and texture is a clear, smooth, non-oily and non-sticky gel. It contains a mild exfoliating complex, de-puffing compounds, refirming agents and advanced moisturizing technology. These ingredients act together to help the skin around the eyes feel better and look younger. Specifically, OCUDERMA is formulated with alpha-hydroxy acids (AHA's). AHA's are natural ingredients that, through exfoliation (removing layers of skin), help make the skin look younger by eliminating fine lines. The AHA's in OCUDERMA, glycolic, malic and lactic, are derived from fruit (apple), sugar cane and milk, respectively. Depuffing ingredients include herbal extracts that act to reduce puffiness, swelling and dark circles or shadows. Additional flower extracts help to tighten, tone and refirm the skin around the eyes. OCUDERMA also helps rehydrate, moisturize, nourish and protect the skin by supplying technologically advanced extracts, liposomes and antioxidant vitamins A, C, E and beta-carotene.

## DIRECTIONS FOR USE

Administer twice daily, in the morning and evening after cleansing, using fingertips to place small dots around the eye area (note: applying out on the orbital bone is preferred because OCUDERMA will "creep" inwards toward the lids). Pat gently into the skin and allow one (1) minute for complete absorption. OCUDERMA can also be applied around the lips. It can be used alone or under make-up.

***NOTE: OCUDERMA IS NOT FOR USE IN THE EYE.***

## PRODUCT PACKAGING

OCUDERMA is available for sale in a box containing a 0.5 oz. white, plastic tube. The tube dispenser helps to minimize the chance of contamination by eliminating the need to dip fingers into a jar for repeated applications.

## PRODUCT FEATURES & BENEFITS

<u>Feature</u>	<u>Benefit</u>
1. Developed by eyecare professionals	Specifically formulated and designed to promote <u>healthy</u> and <u>younger</u> looking eyes
2. USP (U.S. Pharmacopoeia) pharmaceutical grade ingredients	Highest <u>quality</u> product
3. Multi-action formula	“Complete” eye care...all in one product!
4. Refirming Action	Minimizes the appearance of fine lines, wrinkles and "crows feet"; <u>tightens</u> and <u>tones</u> the skin
5. Diminishing Action	<u>Decreases the appearance</u> of dark shadows & circles around the eyes
5. Depuffing Action	<u>Reduces puffiness</u> and revives tired, fatigued eyes
6. Rehydrating Action	Supplies immediate <u>moisture</u> deep into dehydrated skin; <u>soothes</u> and <u>revitalizes</u>
7. Antioxidant Complex	Vitamins A, C, E & beta-carotene <u>nourish</u> , <u>soften</u> and <u>protect</u> the skin against free radical damage
8. White, plastic tube dispenser	Easy use, <u>minimizes contamination</u>
9. No fragrances, artificial dyes, sensitizing agents or pore clogging ingredients	Reduces the risk of allergic reaction
10. Clear, smooth, non-oily, non-sticky formula	<u>Make-up compatible</u> , leaves skin fresh and smooth for immediate make-up application.

# POTENTIAL CUSTOMERS

- **ADULTS 25 - 54 YR.....**

concerned about keeping the skin around the eyes feeling good and looking young. OCUDERMA exfoliates (removes dead skin), minimizes fine lines, tightens and tones the skin, decreases dark shadows and circles, reduces puffiness, helps revive tired, fatigued eyes and supplies immediate moisture to the skin.....all in one product!

- **CONTACT LENS USERS.....**

that during insertion and removal of contact lenses, stretch the skin around the eyes. OCUDERMA can be used over time to protect this delicate tissue from harm or damage. Also, the non-oily OCUDERMA formulation disperses quickly if it comes in contact with lenses ..... will not cause cloudiness.

- **EYEWEAR USERS.....**

concerned about the magnification of fine lines and wrinkles around the eyes.

- **ALLERGY SUFFERERS.....**

benefit from the soothing, moisturizing action of the unique OCUDERMA gel formulation.